

Reproductive Health Intervention Strategy

Intended Audiences: College students and faculty at Merrimack College who wish to further their knowledge on reproductive health and reproductive health rights.

Objectives: 1) increase the amount of courses offered at Merrimack College on Reproductive health and reproductive health rights 2) increase the amount of enrolled students in reproductive health and reproductive health rights courses, 3) increase the participation of the Merrimack Community on reproductive health and reproductive health rights courses and programs.

Obstacles:

- Community:
 - The want or desire of the community to participate in reproductive health and reproductive health rights courses or programs
 - The community accessing reproductive health and reproductive health rights programs or courses
- Individual:
 - Not being able to physically access the school and its programs or courses
 - The cost of the courses or programs
 - The stigma surrounding taking a course and participating in programs on reproductive health and reproductive health rights
 - The timing of the courses or programs on reproductive health and reproductive health rights

Key Promises:

- If we offer more courses or programs on reproductive health and reproductive health rights then we will increase the knowledge of reproductive health and reproductive health rights among the Merrimack College students, faculty, and community
- If a student, faculty, or community member takes a course on reproductive health and reproductive health rights they will be able to fully understand reproductive health and reproductive health rights
- Merrimack College students, faculty, and community members will become more comfortable talking and discussing the topic of reproductive health and reproductive health rights

Reproductive Health Intervention Strategy (Continued)

Media:

- Merrimack College Email
- Merrimack College Website
- TV PSAs
- Radio or music apps
- Merrimack College Newspaper
- College fairs
- Course catalog

Openings:

- At Merrimack College
- Local health facilities
- Community facilities/centers

Creative Considerations:

- Local needs (state health profiles and policy)
- Focus groups on the Merrimack Community and its needs
- Focus on those who have diverse background on reproductive health and reproductive health rights

Measurable Success:

- An increase in enrollment in courses and programs
- An increase in knowledge of reproductive health and reproductive health rights through exams, projects and discussions